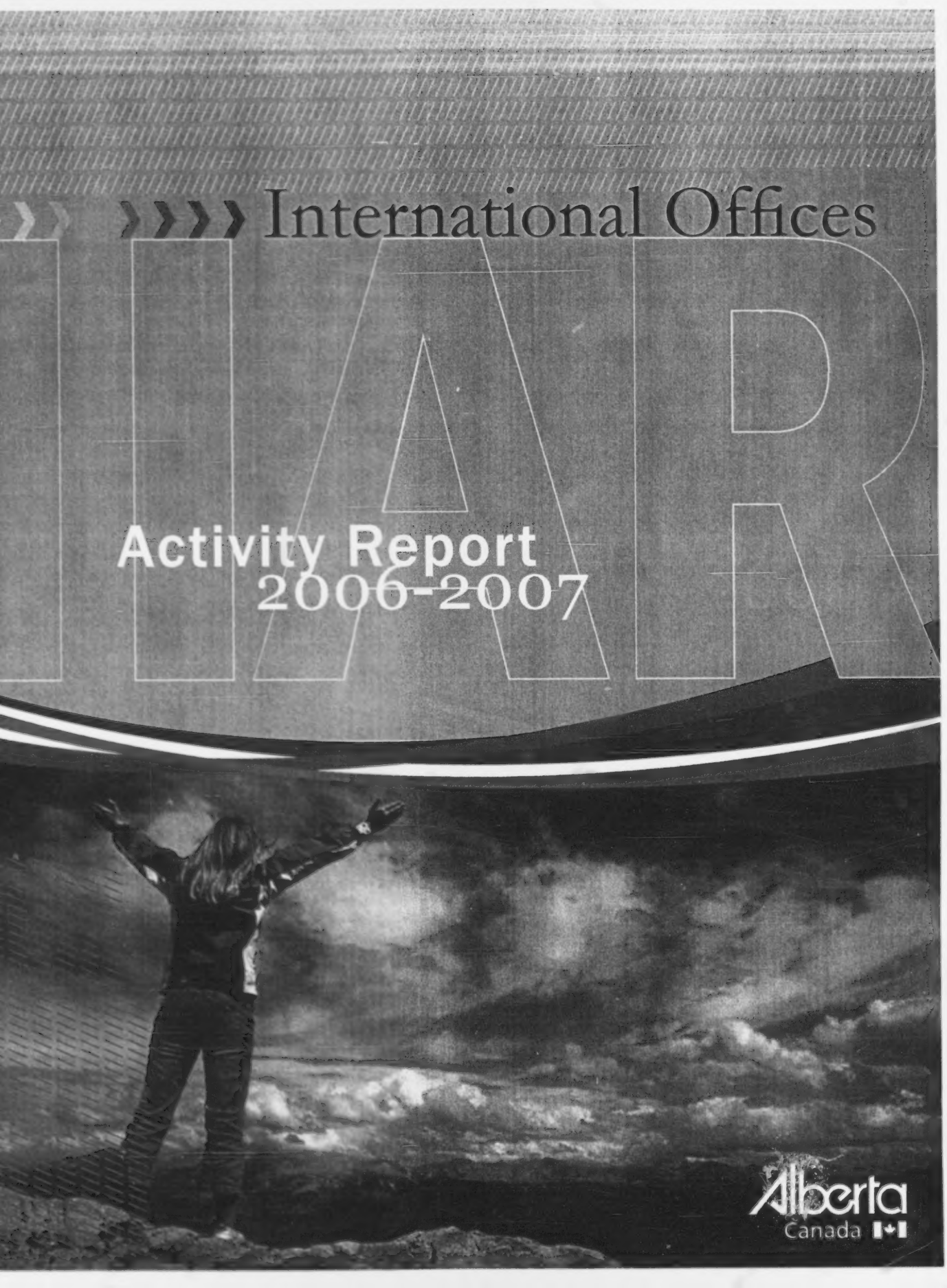
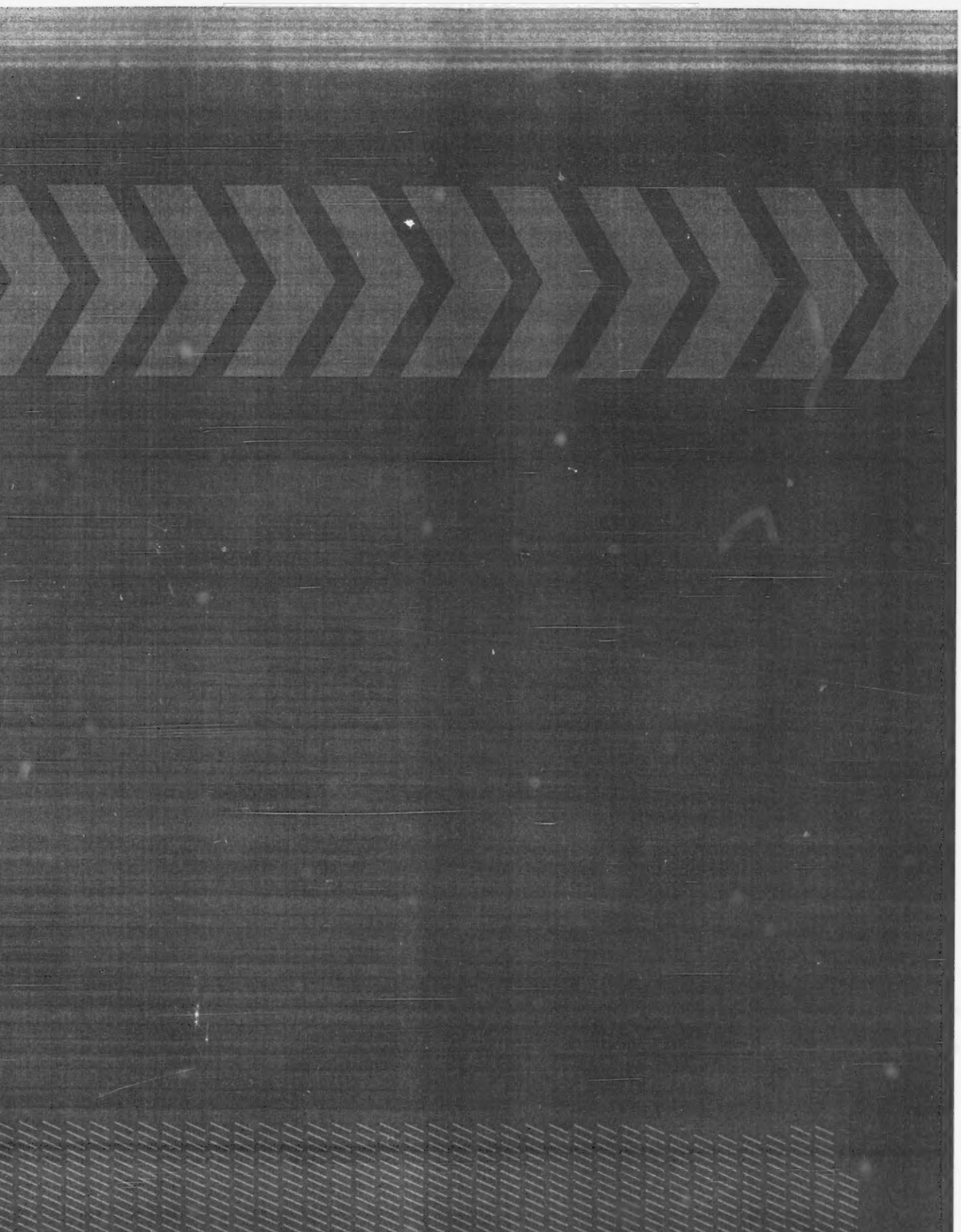
International Offices

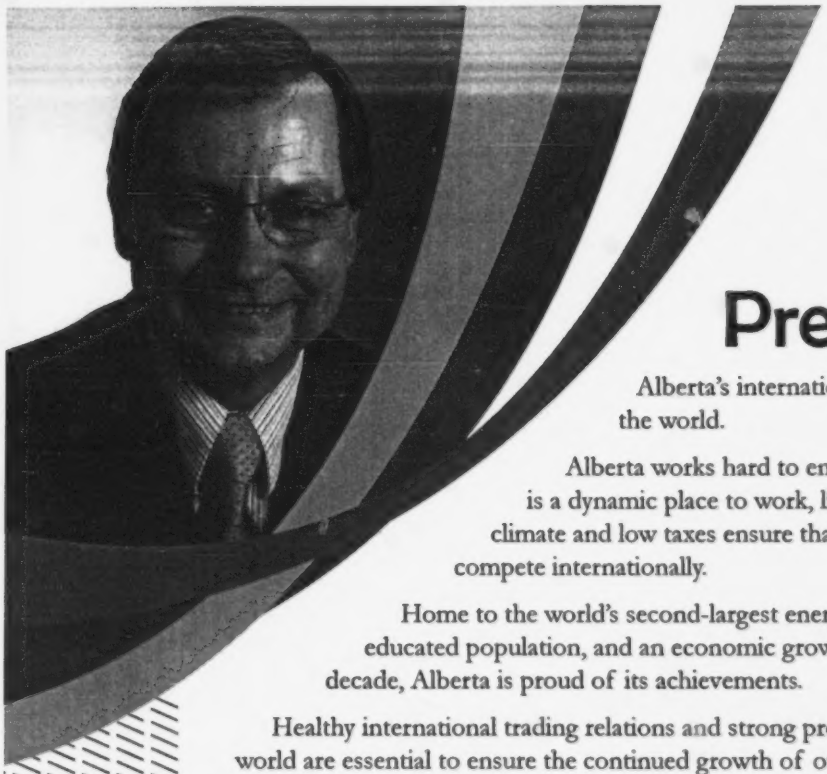
Activity Report 2006-2007





Inside this report ›››

5	Meeting Goals at Home
6	Working with Albertans
7	Achieving Excellence
10	Alberta Japan Office
12	Alberta China Office
14	CNPC – Alberta Petroleum Centre (CAPC)
16	Alberta Hong Kong Office
18	Alberta Taiwan Office
20	Alberta South Korea Office
22	Alberta Mexico Office
24	Alberta Germany Office
26	Alberta United Kingdom Office
28	Alberta Washington, D.C. Office
30	Appendix: Budget Information



ALBERTA

Premier's Message

Alberta's international offices are an important gateway to the world.

Alberta works hard to ensure the world knows that our province is a dynamic place to work, live and invest. Alberta's positive business climate and low taxes ensure that Albertans and Alberta businesses can compete internationally.

Home to the world's second-largest energy reserves, Canada's youngest and best-educated population, and an economic growth rate that has led the nation for the past decade, Alberta is proud of its achievements.

Healthy international trading relations and strong promotion of Alberta to the rest of the world are essential to ensure the continued growth of our economy and that we are a leader for the 21st century.

- Premier Ed Stelmach

Minister's Message

Economies around the world are working in and taking advantage of globalization, including Alberta. We have one of the strongest economies in the world and our success is tied to our ability to market goods, services and people globally, and bring investment to our province.

The Government of Alberta, through our 10 international offices, plays a critical role in connecting business people, educators, researchers and cultural promoters to their counterparts around the world. We provide timely business and market information, support export-ready Alberta businesses, generate and facilitate investment leads, showcase and market Alberta, and promote investment and tourism in our great province. In short, our work is a two-way street – we promote and connect Alberta to the world and we bring the world to Alberta.

Part of our work is to know the international markets, the local customs and business practices, and who are the key local and regional contacts. We provide this information to Alberta clients to ensure success in the global marketplace. We are also responsible for championing all that Alberta has to offer – a strong, stable economy, cultural diversity, beautiful scenery, and world-class education and health care.

This report highlights how Alberta's international offices are a bridge to the rest of the world. It shows how every sector of our economy benefits from their work, and how the world is responding.

- Gary Boutilier, Minister
International, Intergovernmental and Aboriginal Relations

5

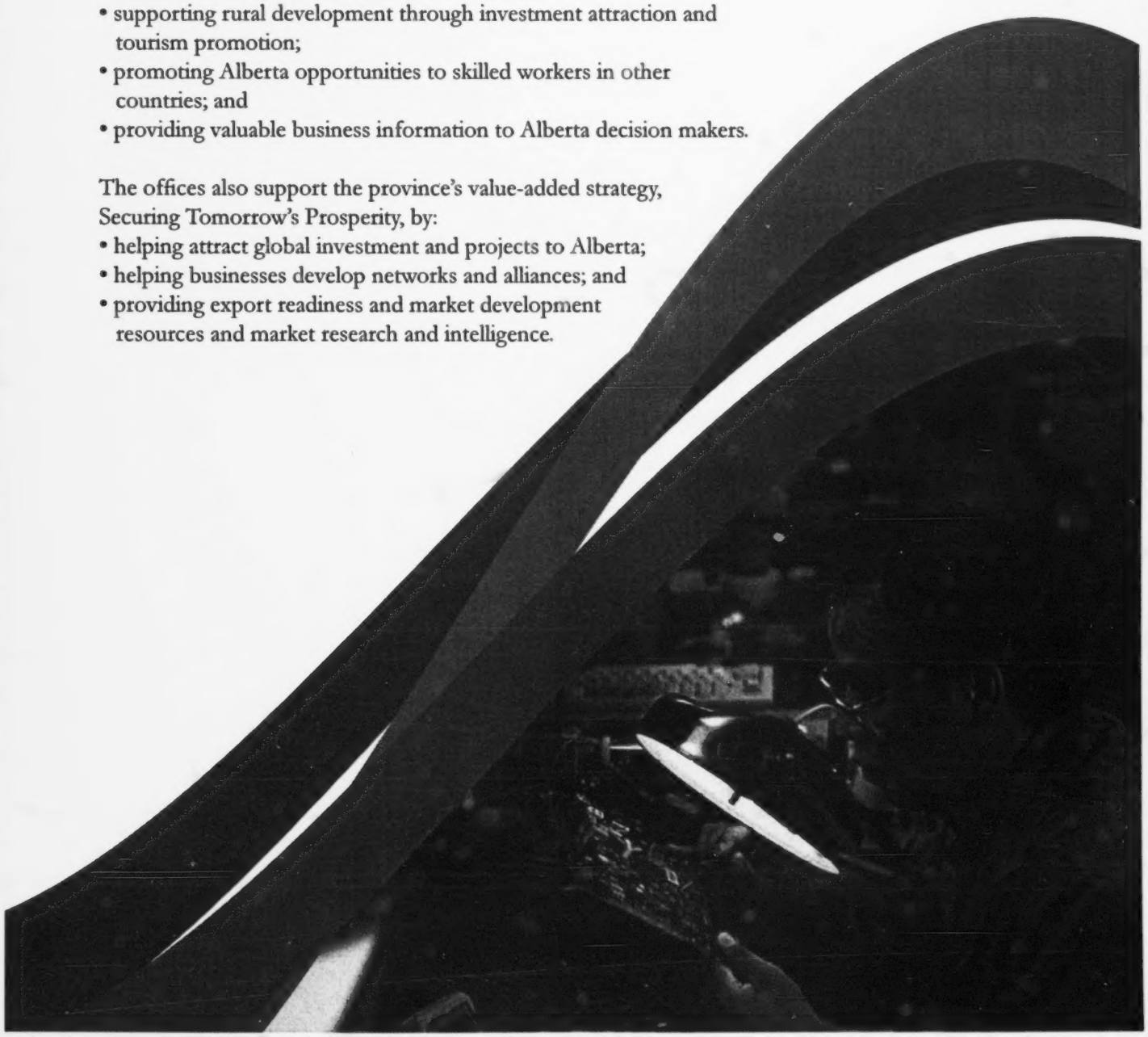
Meeting Goals at Home

International offices help the Government of Alberta meet its goals by:

- putting Alberta businesses, including those in the value-added sector, in contact with potential investors;
- supporting rural development through investment attraction and tourism promotion;
- promoting Alberta opportunities to skilled workers in other countries; and
- providing valuable business information to Alberta decision makers.

The offices also support the province's value-added strategy, Securing Tomorrow's Prosperity, by:

- helping attract global investment and projects to Alberta;
- helping businesses develop networks and alliances; and
- providing export readiness and market development resources and market research and intelligence.



6 Working with Albertans

Alberta's international offices work with a range of Alberta organizations—private businesses, universities and colleges, health care organizations and cultural groups—that benefit from international connections.

International offices:

- provide timely business and economic information;
- support export-ready Alberta businesses;
- generate and facilitate investment leads;
- showcase and market Alberta abroad; and
- promote Alberta as a tourism destination.

Alberta's office in Washington has a different role. Unlike the other offices, the Washington office focuses on advancing the interests and views of Alberta to groups that shape United States (U.S.) public policy and opinion, including the U.S. Administration, Congress, business associations, think tanks and the media. The office, in partnership with the Canadian Embassy, works with Alberta ministers, officials and the private sector to:

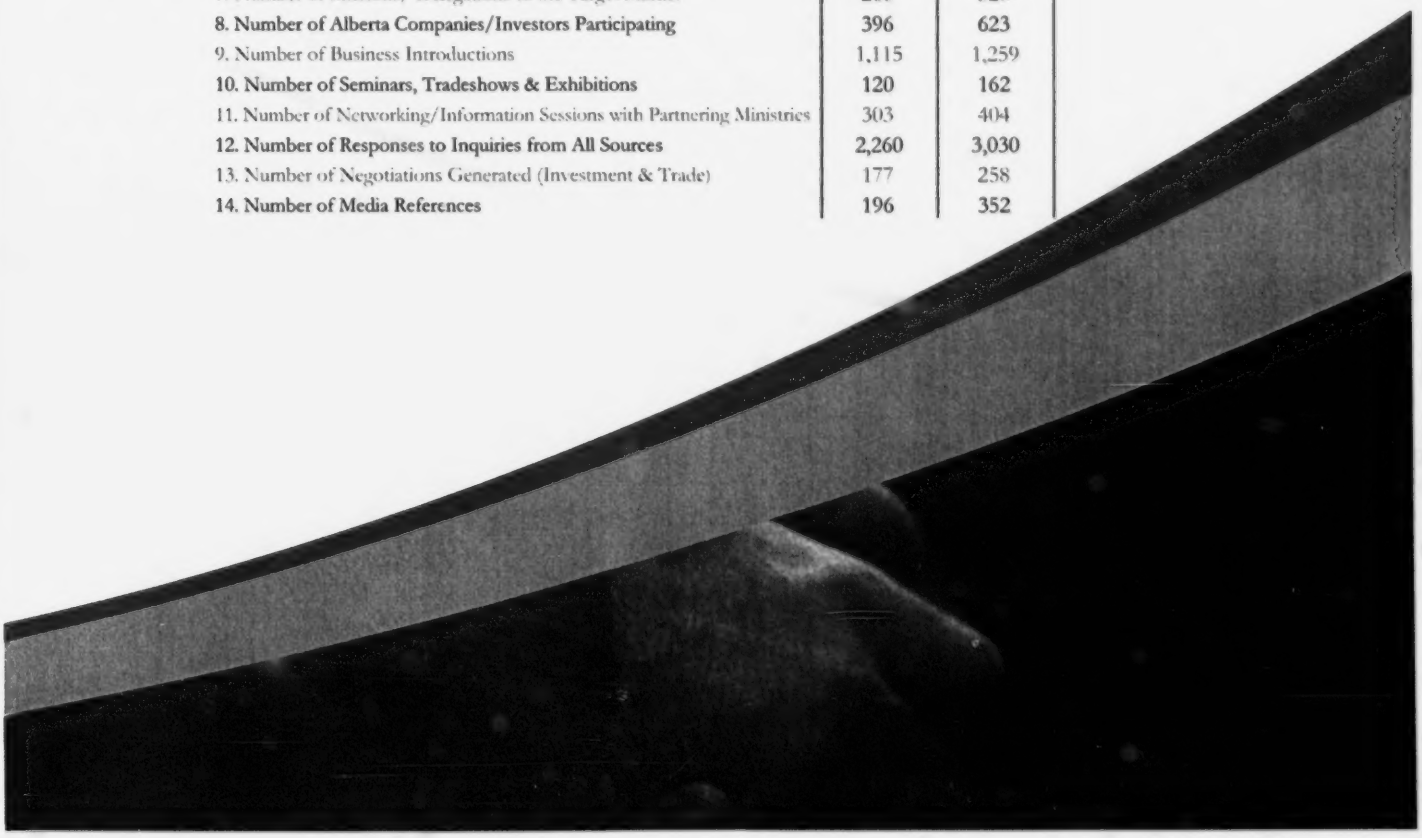
- provide information and analysis to Alberta on political and economic developments;
- contribute to the development of Alberta's U.S. energy, trade, agricultural and investment strategies;
- ensure Alberta's views and priorities are factored into policies and initiatives undertaken by the Canadian Embassy;
- build Alberta's profile in the U.S. as a secure, safe and reliable supplier of energy, agricultural products and other goods and services; and
- promote the sale of Alberta products and services in the U.S.

Achieving Excellence

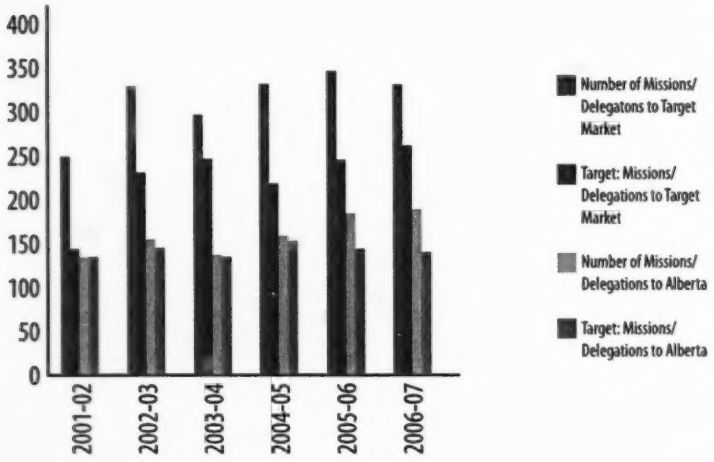
Alberta's international offices once again surpassed all pre-determined performance measures.

The international offices have a diverse set of reporting criteria to ensure they fully support Alberta companies. Performance measures focus on a variety of activities, including web traffic, inquiry responses and networking sessions. Other measures include the coordination of incoming and outgoing missions and the number of business introductions facilitated. Overall, the work of the offices is measured against the ability to promote and connect Alberta to the world and bring the world to Alberta. This was achieved in 2006/07.

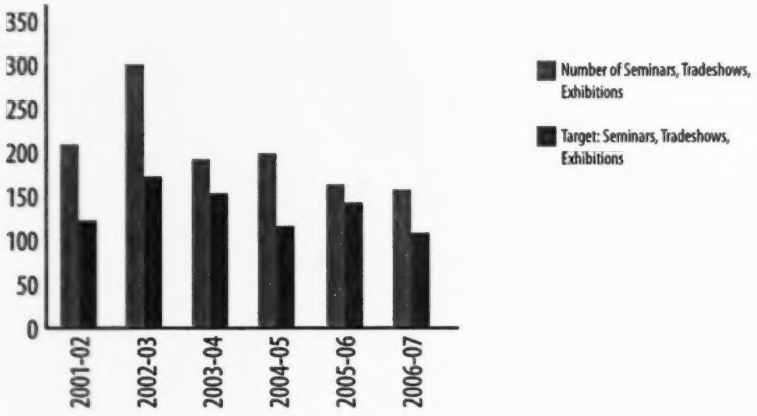
Measure	2006-07 Target	2006-07 Actual
1. Number of Web Site Content Updates	158	241
2. Number of Visit/User Sessions on Web Site	149,500	221,335
3. Number of Intelligence/Market Reports Generated	120	189
4. Number of Networking Sessions	1,525	2,212
5. Number of Missions/ Delegations to Alberta	135	181
6. Number of Companies/ Investors Participating	252	379
7. Number of Missions/ Delegations to the Target Market	260	320
8. Number of Alberta Companies/Investors Participating	396	623
9. Number of Business Introductions	1,115	1,259
10. Number of Seminars, Tradeshows & Exhibitions	120	162
11. Number of Networking/Information Sessions with Partnering Ministries	303	404
12. Number of Responses to Inquiries from All Sources	2,260	3,030
13. Number of Negotiations Generated (Investment & Trade)	177	258
14. Number of Media References	196	352



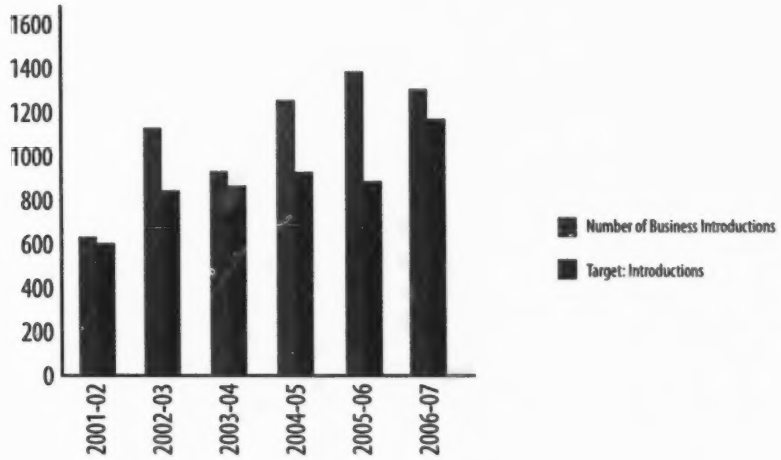
Delegations and Missions to and from Alberta 2001/02 - 2006/07

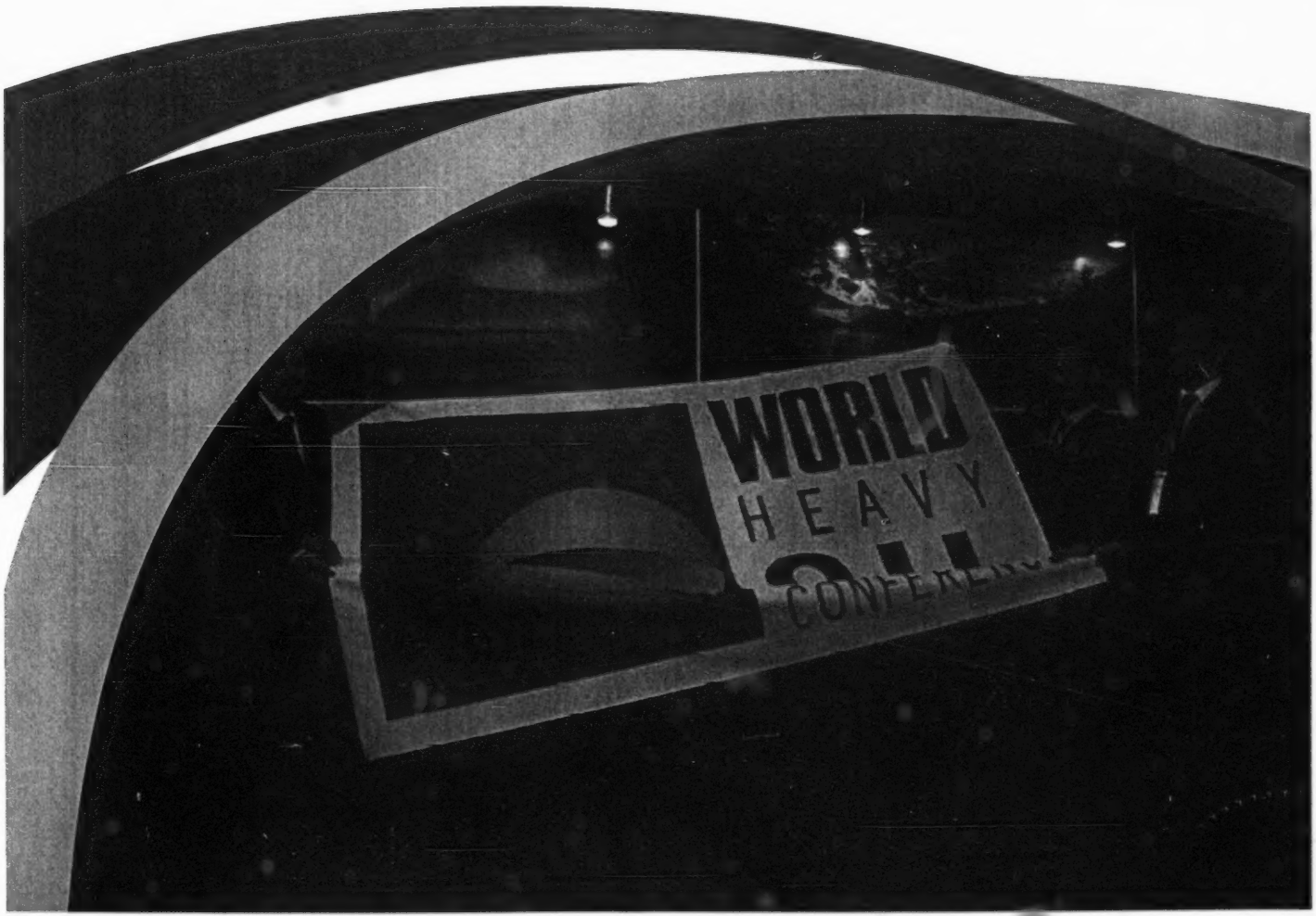


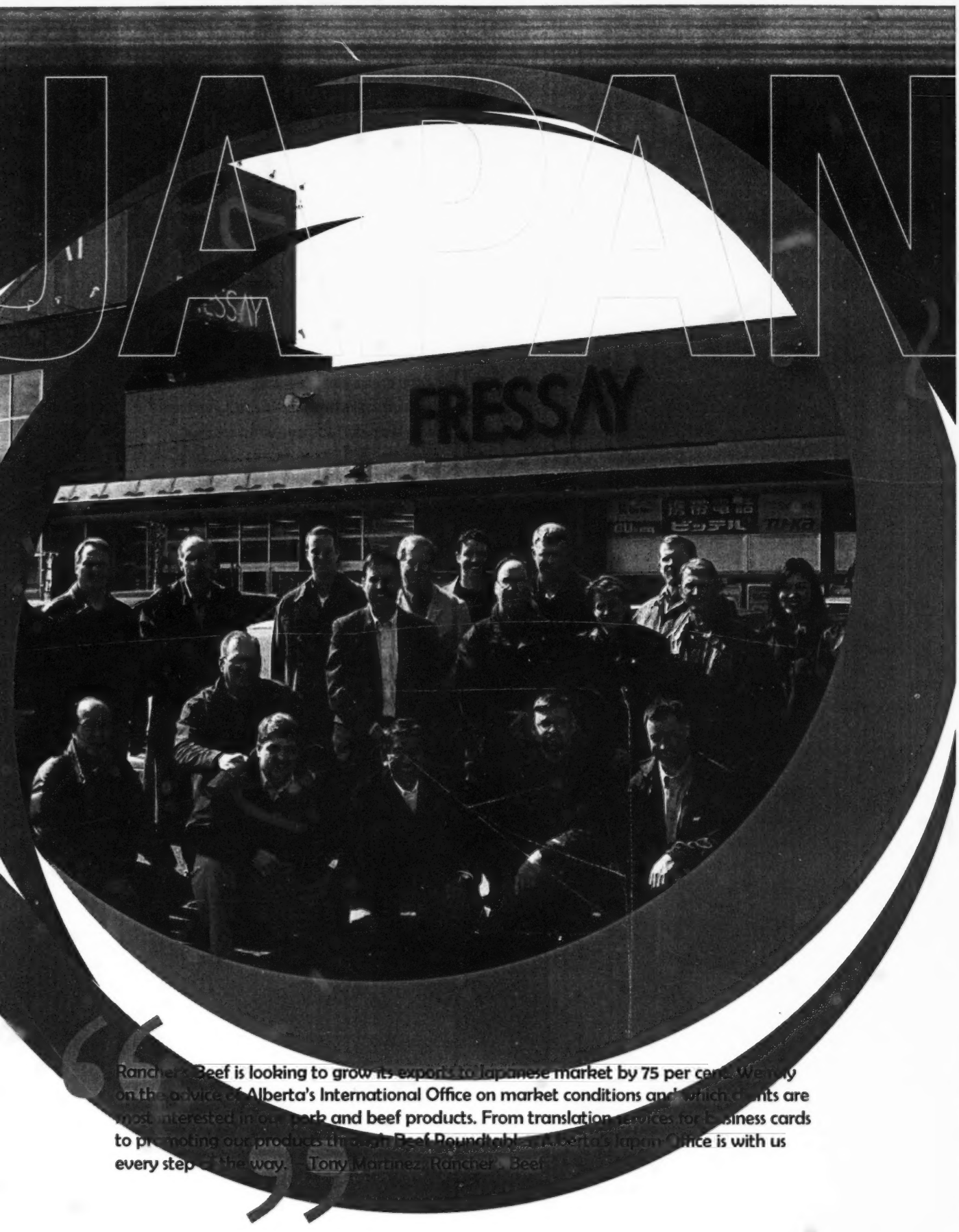
Seminar, Trade show and Exhibition Activity, 2001/02 - 2006/07



Business Introductions, 2001/02 - 2006/07







"Rancher's Beef is looking to grow its exports to Japanese market by 75 per cent. We rely on the advice of Alberta's International Office on market conditions and which clients are most interested in our pork and beef products. From translation services for business cards to promoting our products through Beef Roundtable, Alberta's Japan Office is with us every step of the way." – Tony Martinez, Rancher, Beef

Alberta Japan Office

2006-07 Highlights

- Forty-nine delegations from Alberta, representing 62 companies, received support from the Alberta Japan Office (AJO) in 2006-07.
  - A delegation comprised of representatives from the Canadian Cattlemen Market Development Council came to Japan to research market potential and determine a future marketing strategy for Japan. The Alberta Japan Office facilitated a number of study opportunities and a meeting to speak directly with key industry meat executives highlighting Alberta's food safety and traceability system.
  - As a result of the mission, the AJO facilitated opportunities for new chilled beef contracts between Alberta suppliers and Japanese importers.

- The AJO assisted the Japan Petroleum Energy Center (JPEC) with analytical research in Alberta to develop innovative oil refining technologies that enable the oil industry in Japan to make effective use of unconventional crude oil from the oilsands. The study, which was commissioned by the Japanese Agency for Natural Resources and Energy, secured a budget of approximately C$32 million for fiscal 2007 to develop analytical techniques and oil-refining catalysts for extra heavy crude oil under a five-year plan.

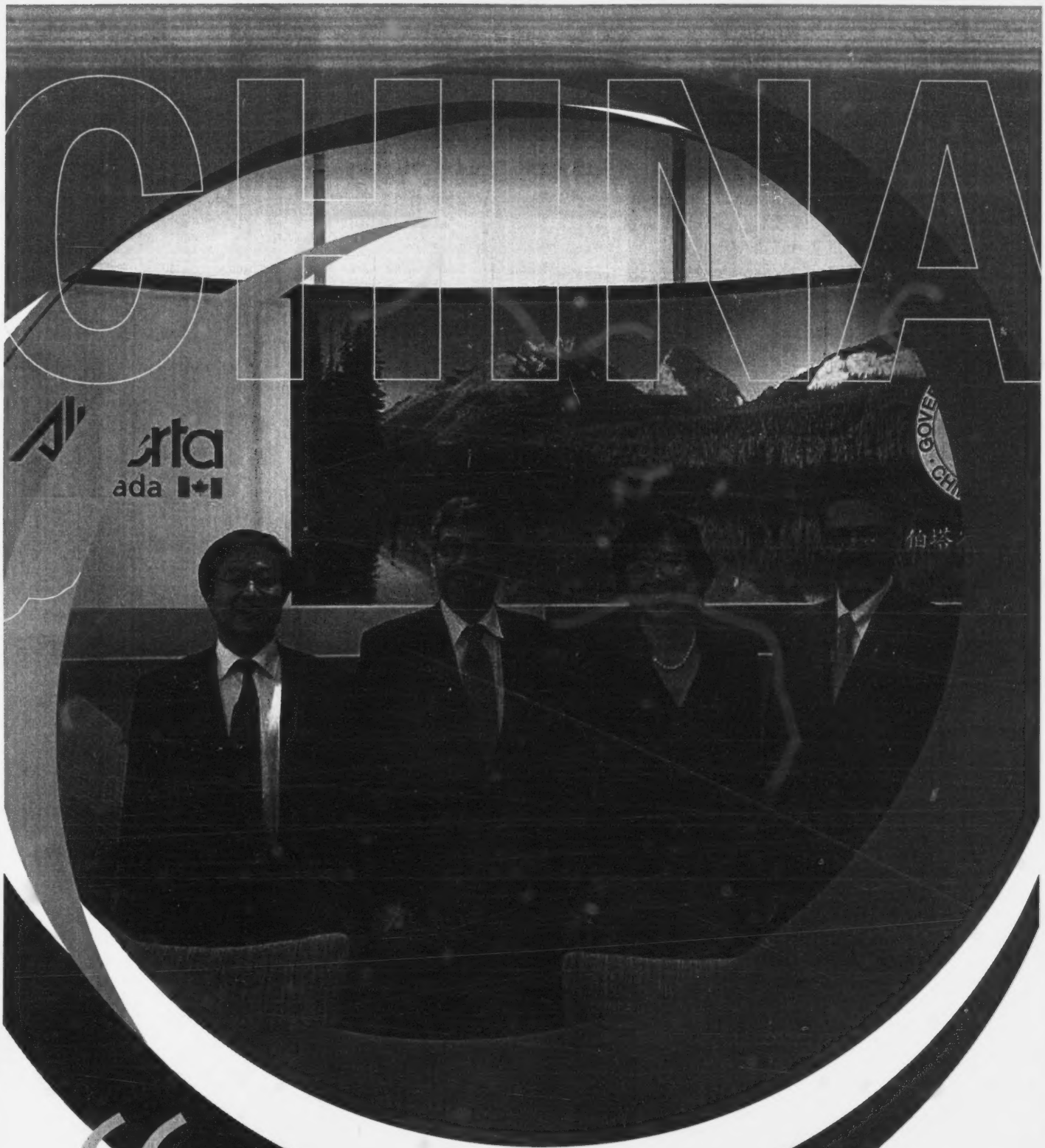
- The AJO, the Alberta Film Commission, and the Canadian Embassy helped bring a delegation of Japanese producers, directors and media to the Banff World Television Festival. This mission resulted in the production of a one-hour documentary on the "Alberta Dinosaur Provincial World Heritage Site", generating more than $2.5 million in tourism publicity for the site and the province as well as several other potential scripts now being reviewed. These missions were two of 41 delegations to Alberta, representing 78 Japanese companies, assisted by the Alberta Japan Office.

- A seminar was conducted as part of our energy trade and investment strategy in cooperation with the Canadian Embassy. One hundred industry executives attended the presentation on "Value-Added Investment." The office attended more than 40 seminars and tradeshows in 2006-07.

Location: Tokyo **Staff: 1 IIAR, 5 locally hired**

The Market:	
National Population	127.4 million (July '07 estimate)
Nominal GDP	$4.2 trillion US (2006 purchasing power parity)
GDP/ per Capita	$33,100 US (2006 purchasing power parity)
Total Alberta Exports	$1.3 billion Cdn (2006)
Manufactured Exports	$709 million Cdn (2006)

CHINA



"We w ble to make contact with Chinese clients tract without tional Office in Beiji nternational project in Chi ore. Steph oon McKenzie

13

Alberta China Office

2006-07 Highlights

- The office celebrated the 25th Twinning Anniversary between Alberta and Heilongjiang province. As part of the celebration, the following events were coordinated:
  - Dairy Genetics Seminar to promote Alberta livestock genetics in Harbin, the dairy production capital of China; over 100 delegates attended and the seminar was supported by Alberta Agriculture, Food and Rural Development.
  - Co-sponsored the International Forum on Food Quality and Safety, in June 2006, in Harbin. The event drew over 200 people and was held in conjunction with the International Trade Fair.
  - Establishment of joint Food Development Center in Daqing which will help promote Alberta's technical and management skills in the processed food sector.

- In March, an extensive Alberta Day seminar was held in Hangzhou, in the Zhejiang province. The event attracted over 200 people and resulted in a reciprocal visit to Alberta by the Zhejiang Foreign Affairs Bureau. In partnership with the local authorities and the Zhejiang Association of International Cooperation for Private Companies, access can be gained to Zhejiang companies interested in overseas business opportunities.

- The Alberta China Office coordinated and supported numerous missions from Alberta, including Edmonton Mayor Stephen Mandel's visit to Beijing, Chongqing, and Chengdu in November, Leduc Mayor Greg Kriscke's visit to Taian and Shandong in November, and Calgary Mayor Dave Bronconnier's visit to Beijing and Tianjin in February.

- Conducted seminars in Shenyang and Beijing to promote the building product sector's Alberta Energy Efficient systems and products.

- A partnership between the Alberta China Office, Alberta Education, and Alberta Advanced Education and Technology assisted with a variety of events in China including:
  - Participating in the International Education Expo 2006 in Beijing.
  - Organizing the Shanghai School Fair in March 2007, with stops in Suzhou and Hangzhou, involving 12 Alberta participants March 2007.
  - Alberta Public School Board's visit to China to gain a better understanding of the Chinese market. Edmonton school principals visited in July 2006 and Calgary School Board members visited in March 2007.

Location: Beijing **Staff: 1 IIAR, 6 locally hired**

The Market:	
National Population	1.3 billion (July '07 estimate)
Nominal GDP	$10.2 trillion US (2006 purchasing power parity)
GDP/per Capita	$7,700 US (2006 purchasing power parity)
Total Alberta Exports	$2.2 billion Cdn (2006)
Manufactured Exports	$1.8 billion Cdn (2006)

"I've worked directly with International Offices in China, Taiwan, Korea, and Germany. All the offices have provided excellent support and assistance when we have contacted them. I have worked directly with the China office since 1999 and whether it was assistance in identifying project work or finding an institution that dealt with golf course management, the China office has the connections Olds College needed." – Olds College Pat Bidart

15

CNPC - Alberta Petroleum Centre (CAPC)

2006-07 Highlights

- Collaborated with China National Petroleum Corporation and dmg World Media, to produce the inaugural World Heavy Oil Conference (WHOC) in Beijing. Over 700 participants from 36 countries attended, giving Alberta a platform to showcase its resource opportunities and technologies. The Alberta delegation was led by former Energy Minister Greg Melchin and promoted the second WHOC to be held in Edmonton in March 2008. During the conference CAPC facilitated 11 delegations and there were 22 media references on the WHOC.

- Assisted and sponsored the University of Alberta China Institute in organizing the 2nd China Canada Energy Cooperation Conference in Beijing. This conference attracted over 100 Alberta and Chinese energy companies, and Edmonton will host the 3rd conference in 2007.

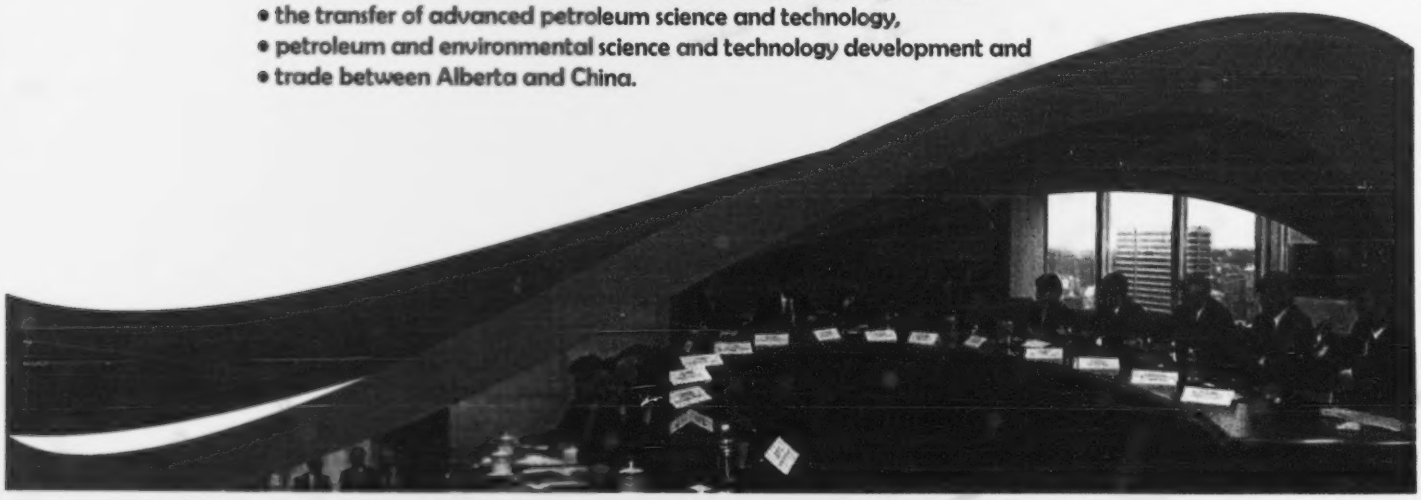
- Facilitated a Suncor Energy delegation visit to China. Suncor officials were introduced to key Chinese government ministries and oil companies that are interested in developing future oil trades with Suncor Energy.

- The CAPC facilitated various business introductions and meetings between Alberta companies and Chinese companies, including:
  - Alberta Oil Magazine to Xiaoping Economic Development Research. CAPC facilitated a number of meetings for Alberta Oil Magazine in Beijing as two executives were interested in potential Chinese partners on producing a Chinese language Alberta oil magazine in China.
  - Alberta Research Council and China Coal Research Institute, resulting in a Memorandum of Understanding to explore opportunities in research collaboration on clean coal burning technology.
  - A delegation from Research Institute of Petroleum Exploration and Development (RIPED) of the PetroChina corporation and Jilin oil field in China visited Alberta to learn more about Canada's CO2 enhanced recovery projects. The visit generated opportunities for further cooperation between Alberta Research Council and RIPED.

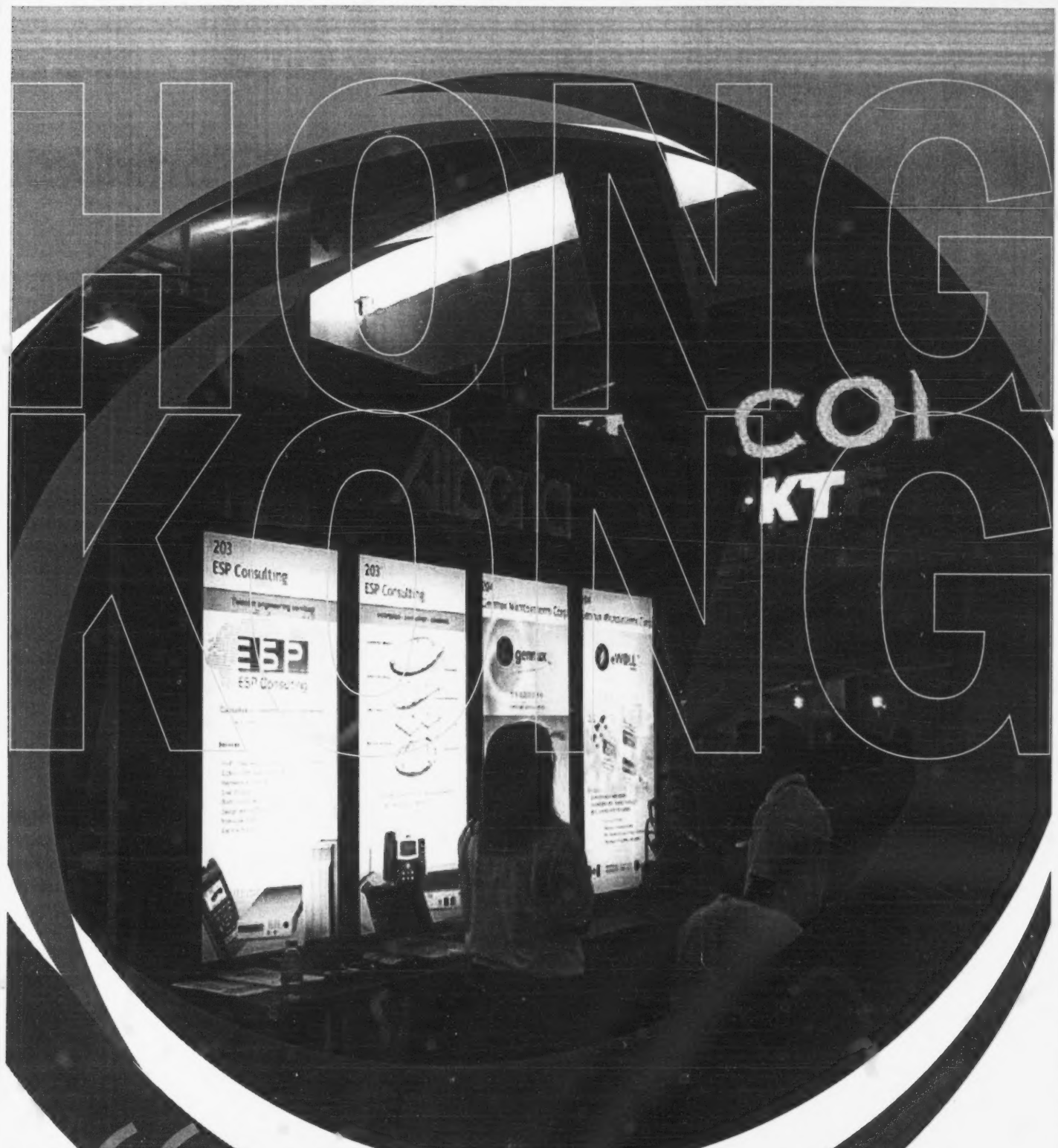
Location: Beijing **Staff: 1 IIAR, 2 locally hired**

Opened in 1989, the CAPC is jointly invested in and operated by the Government of Alberta and the China National Petroleum Corporation (CNPC), to promote:

- **the transfer of advanced petroleum science and technology,**
- **petroleum and environmental science and technology development and**
- **trade between Alberta and China.**



HONG KONG



> "There are many opportunities to expand our services in the Hong Kong market. When Hood Group is looking for partners and sub-contractors to align themselves with, we count on Alberici's International Office for advice and assistance. They also provide access to office space and boardrooms to help us to do business." – Trevor McCallum, Hood Group

Alberta Hong Kong Office

17

2006-07 Highlights

- Supported a delegation of eight Alberta companies to the 2006 ITU Telecom World conference. In partnership with various economic and technology development organizations from Alberta, the office assisted in successfully expanding trade opportunities and developing business networks in Asia while featuring Alberta's expertise in wireless communications.

- Introduced Alberta food products to the Hong Kong market and the Province of Guangdong through a series of Canadian food promotions. A variety of six new Alberta food products, including canola oil and honey, were brought into the market for the first time. A direct import channel was established between Guangdong and Alberta as a result of the promotion.

- The Hong Kong Office provided an Alberta engineering firm with information on regulatory compliance and local business support. The firm won the contract to upgrade the petroleum storage tanks in Hong Kong and six projects have been confirmed for completion in 2007.

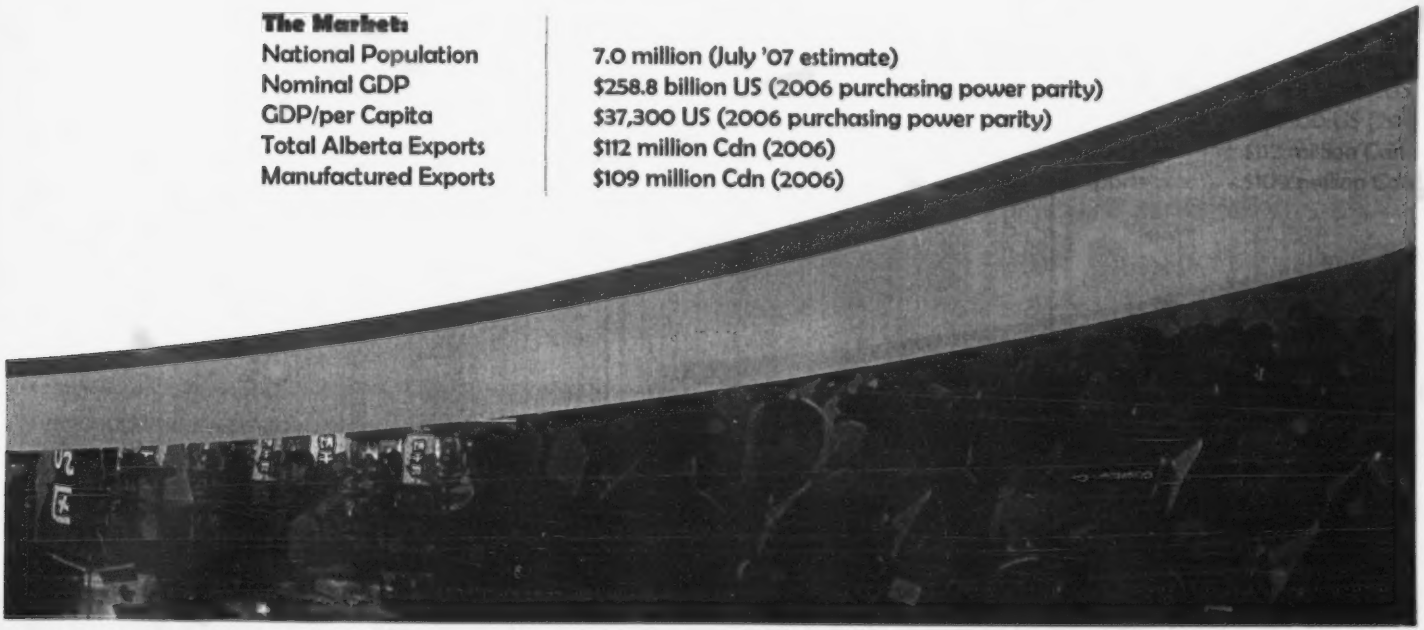
- The Hong Kong office organized a seminar in Guangzhou to showcase investment and business opportunities in Alberta's tourism development and advanced technology sectors. The seminar included Alberta companies and economic development organizations from the financial services sectors, advanced technologies, and government. The event led to investment leads in Alberta from three Chinese companies.

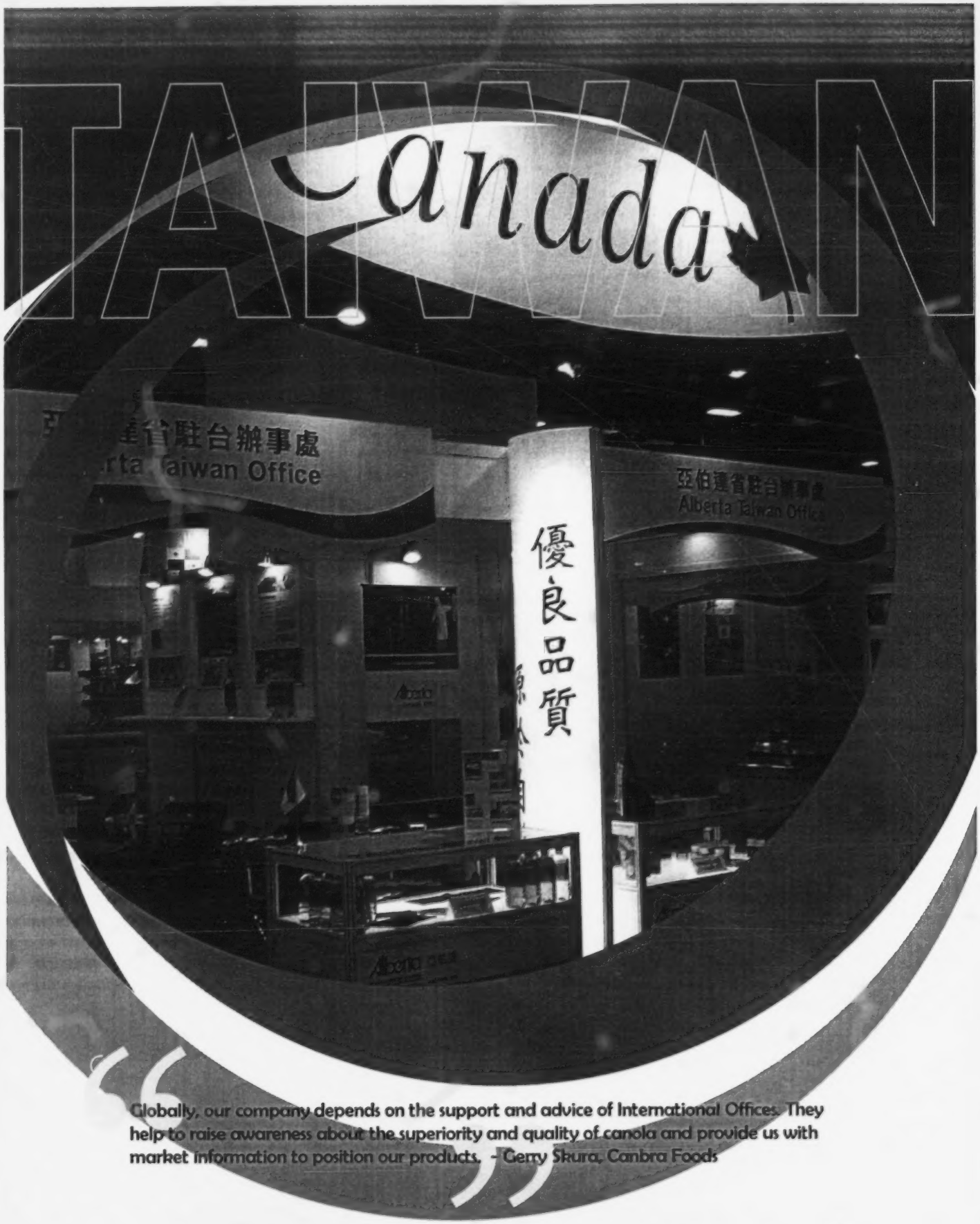
- In partnership with Alberta Advanced Education and Technology, the office supported the Alberta technology missions to Hong Kong and China. These missions resulted in the establishment of strategic alliances and collaboration agreements with investment groups, and research and development organizations for technology commercialization and investment.

Location: Hong Kong **Staff: 1 IIAR, 3 locally hired**

The Market:

National Population	7.0 million (July '07 estimate)
Nominal GDP	$258.8 billion US (2006 purchasing power parity)
GDP/per Capita	$37,300 US (2006 purchasing power parity)
Total Alberta Exports	$112 million Cdn (2006)
Manufactured Exports	$109 million Cdn (2006)





"Globally, our company depends on the support and advice of International Offices. They help to raise awareness about the superiority and quality of canola and provide us with market information to position our products." – Gerry Skura, Canbra Foods

Alberta Taiwan Office

19

2006-07 Highlights

- Introduced Alberta food products to the Hong Kong market and the Province of Guangdong. The Taiwan Office invited four Alberta food companies to attend the 16th Taipei International Food Show in June. Cambra Foods, Classic Foods, Campbell Canada and Earth Water International all participated in the food show. A total of 18 Taiwan companies negotiated with the Alberta companies on future business partnerships.

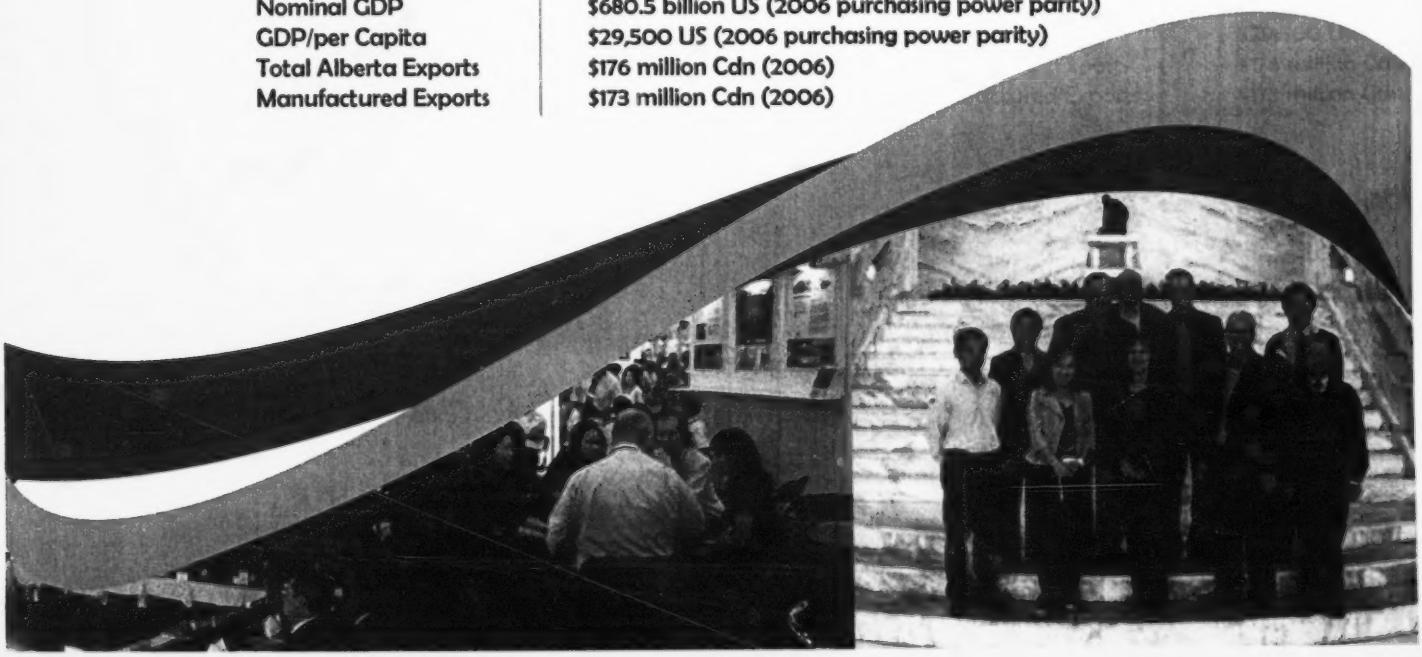
- Organized and held the Home-Hospital Wireless Healthcare Solutions Video Conference with partners in Alberta and Taiwan. The video conference linked healthcare providers and stakeholders in Calgary, Edmonton, Japan, and Taiwan, and included 42 participants from the Taiwan government, venture capitalists, IT companies, hospitals, universities and media. The participating Alberta organizations presented on the overall development of the Alberta e-health industry. Three Alberta companies presented and promoted their technologies in the application of e-health.

- A 16-person delegation from Canadian Cattlemen Market Development Council visited Taiwan for a market strategy mission to prepare for the re-opening of the Taiwan market to Canadian Beef. The Taiwan Office supported the delegation through store tours and organized meetings and roundtable discussions with various stakeholder groups, including importers, retailers and chefs.

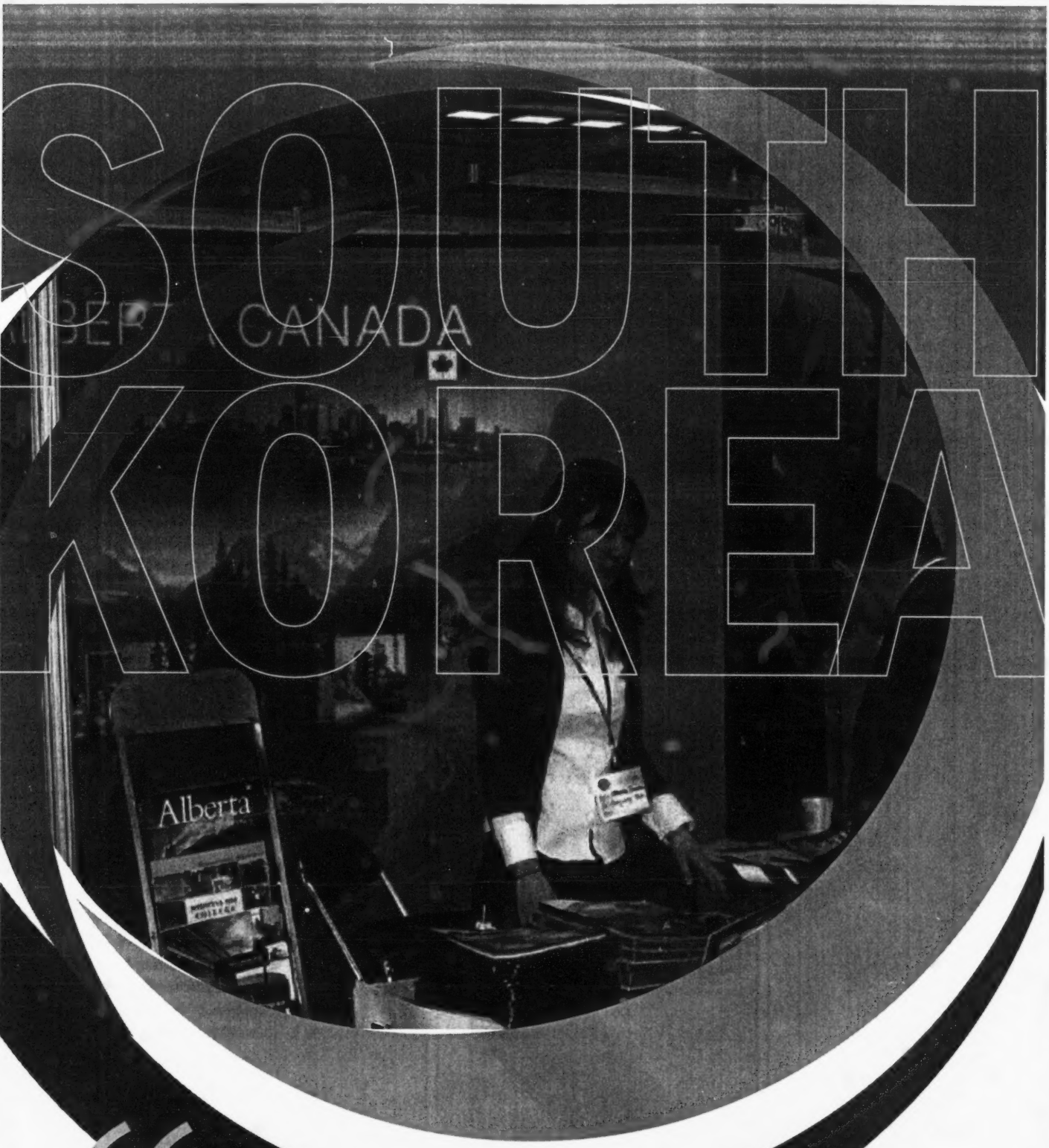
- Two seminars were held in Tainan and Taipei to promote the benefits of Canola oil to consumers, food processors and food services companies with over 130 people in attendance. Health experts were invited from Canada and Taiwan as guest speakers for the two seminars.

Location: Taipei **Staff: 2 locally hired**

The Market:	
National Population	22.8 million (July '07 estimate)
Nominal GDP	$680.5 billion US (2006 purchasing power parity)
GDP/per Capita	$29,500 US (2006 purchasing power parity)
Total Alberta Exports	$176 million Cdn (2006)
Manufactured Exports	$173 million Cdn (2006)



SOUTH KOREA



> "Alberta [illegible] Offices are strong supporters of th[illegible] They have helped us [illegible] and keeping us informed of the latest regulation[illegible] ss in." Ted Haney, Canadian Beef Export Federation

21 Alberta South Korea Office

2006-07 Highlights

- The Korea Office successfully positioned Alberta within the Korea National Oil Corporation's (KNOC) International Business Development strategy. As a result, there has been a $310 million investment into Alberta and a re-location of KNOC's corporate Houston office to Calgary.
- Korea continues to be Alberta's largest source of international students. The Korea office participated in two education fairs partnering and representing 21 Alberta school organizations.
- Two successful canola information seminars were conducted in partnership with the Canola Council of Canada and Canadian Federal Government. The seminars educated Korean dieticians, nutritionists, media and chefs on the health benefits of Alberta canola oil.
- With a priority on attracting skilled workers, the Korea Office negotiated an innovative working partnership for Alberta with Human Resource Development Korea (HRDK). The Alberta government partnered with HRDK to participate in two immigration fairs and a skilled workers attraction seminar.
- The Korea Office issued official letters of support to the Canadian Transport Commission for the successful license applications of two Korean companies. Asiana Airlines will transport air cargo in Alberta and Korean Air will provide 24 summer charter flights in Calgary.
- Organized and executed a high level mission for the Presidents of the Canadian Cattlemen's Association, the Canadian Beef Export Federation, and the Canadian Cattlemen's Market Development Council to engage the Korean government and industry stakeholders to discuss the Alberta beef market.

Location: Seoul **Staff: 1 IIAR, 2 locally hired**

The Market:	
National Population	49.0 million (July '07 estimate)
Nominal GDP	$1.2 trillion US (2006 purchasing power parity)
GDP/per Capita	$24,500 US (2006 purchasing power parity)
Total Alberta Exports	$432 million Cdn (2006)
Manufactured Exports	$336 million Cdn (2006)

MEXICO

"...Alberta Trade office in Mexico has been extensive... they ...e as a ...with active clients and with gove...ent b...dies."
- Owen...

Alberta Mexico Office

23

2006-07 Highlights

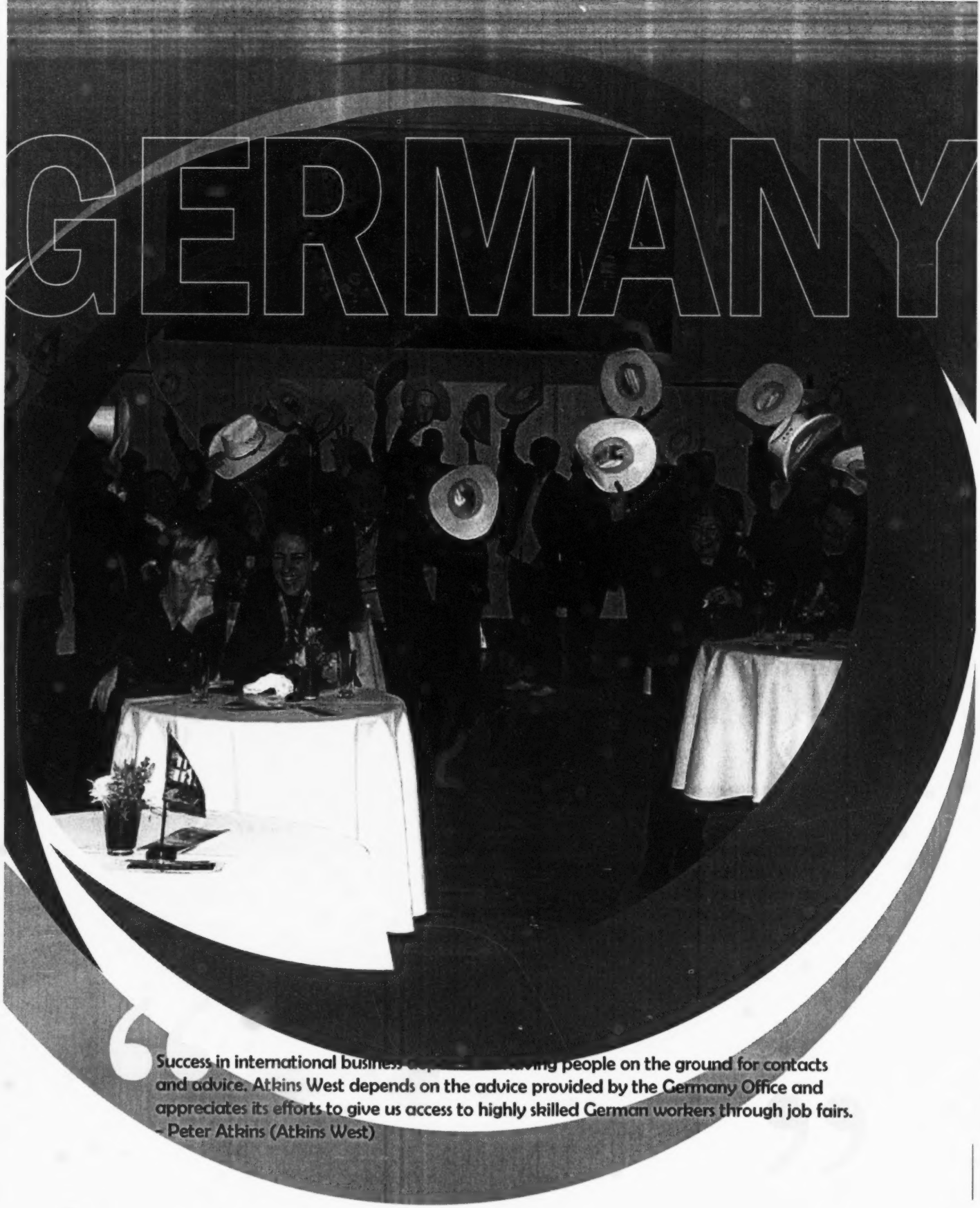
- The Alberta Mexico office supported visits of 15 delegations to Alberta involving 64 Mexican representatives, and 22 delegations to Mexico involving 59 Albertan representatives:
  - International, Intergovernmental and Aboriginal Relations Minister Guy Boutilier visited Mexico and met with senior Mexican officials, including Mexican President Felipe Calderón, three federal Cabinet secretaries, the CEO of Pemex and the Secretary of Labour for the State of Mexico. During his visit, Minister Boutilier signed the Alberta-Mexico Declaration on Energy Cooperation with Mexico's Secretariat of Energy. The agreement, which had also been signed by Alberta Energy Minister Mel Knight, establishes a framework for Alberta and Mexico to carry out actions of cooperation for mutual benefit in energy matters.
  - In coordination with Alberta Agriculture and Food, the Alberta Mexico Office contributed to the organization of the "Try Healthy Forum" and the XVI Tri-National Agricultural Accord in Banff. The Mexican delegation to these events included more than 35 delegates representing 13 Mexican states.
  - The office supported Alberta Sustainable Resource Development in the third year of its firefighter training and employment program with the State of Jalisco, Alberta's sister state in Mexico. The training program sent seven Mexican firefighters to Alberta in 2006, and 18 firefighters in 2007.
  - Collaborated with the Canadian Embassy in Mexico and the Federal Government's Newfoundland Regional Office, to organize an energy journalists' mission to Canada. As a result, Energía Hoy, Mexico's leading monthly energy magazine, published two major articles on Canada's energy sector in their May 2007 edition.

- The Mexico Office organized and participated in two seminars, conducted by Alberta industry and Mexican partners, on swine genetics in Guadalajara and Navojoa in March 2007. The seminars gave the Alberta swine industry an outreach opportunity into an important potential market.

Location: Mexico City | **Staff: 1 IIAR, 2 locally hired**

The Market:	
National Population	108.7 million (July '07 estimate)
Nominal GDP	$1.1 trillion US (2006 purchasing power parity)
GDP/per Capita	$10,700 US (2006 purchasing power parity)
Total Alberta Exports	$613 million Cdn (2006)
Manufactured Exports	$368 million Cdn (2006)

GERMANY



Success in international business depends on having people on the ground for contacts and advice. Atkins West depends on the advice provided by the Germany Office and appreciates its efforts to give us access to highly skilled German workers through job fairs.
– Peter Atkins (Atkins West)

Alberta Germany Office

25

2006-07 Highlights

- Organized job fairs in Essen and Berlin, which were attended by 1,500 and 1,200 job seekers respectively, and included 38 participating companies from Alberta. A total of 111 job offers were made at the job fairs and another 62 job offers were made since returning to Alberta.

- The Alberta Germany Office (AGO) assisted with Alberta Film's mission to Berlinale, Berlin's largest cultural event and international film exposition. The Alberta Film Commission's participation at Berlinale included the Telefilm Canada Pavilion at the European Film Market, two speaking engagements at the Global Film Finance Forum, a Western themed reception at the Canadian Embassy organized by the office, and participation in the Canadian film finance workshop organized by the Canadian Embassy. The Alberta Film Commission is reviewing four scripts and following up on 60 leads generated at the events organized by the AGO at the Berlin Film Festival.

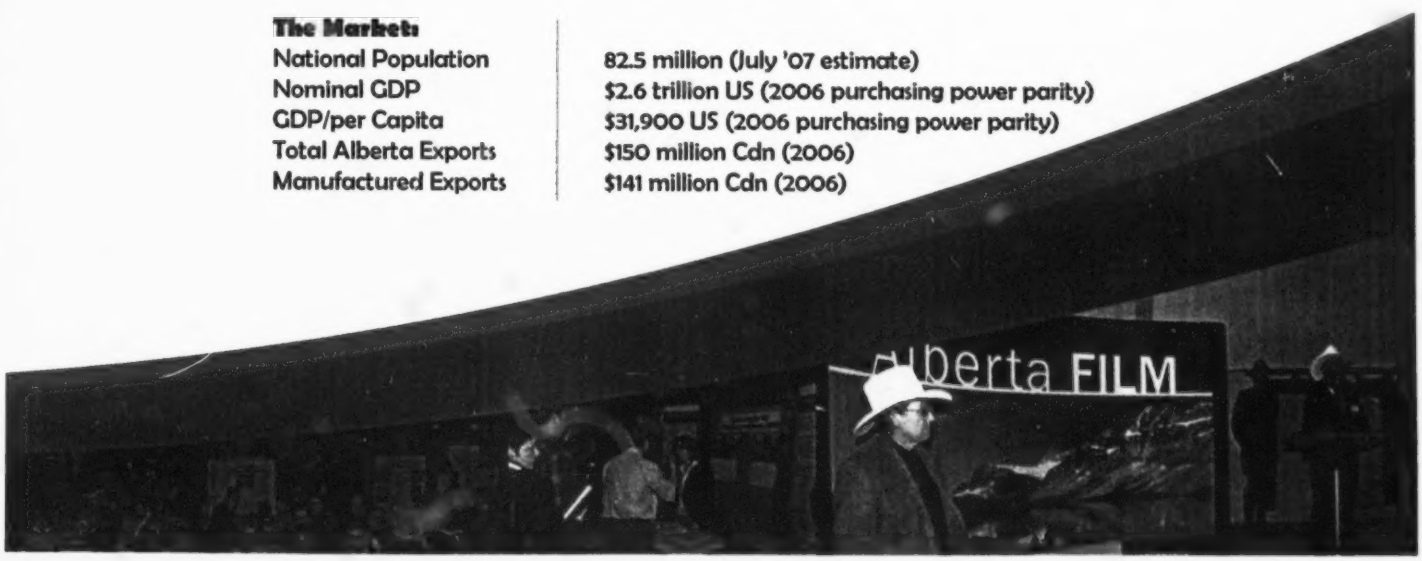
- A presentation was organized by the Alberta Germany Office to promote and showcase the Alberta Advantage to over 70 participants in the course of Trade and Investment Seminars in Graz, Vienna and Salzburg, Austria. The office collaborated with the Embassy of Canada in Austria, the Austrian-Canadian Business Club and the Austrian Chamber of Commerce and Industry.

- A Bavarian business and expert delegation visited Alberta led by State Secretary Hans Spitzner. The Alberta Germany Office facilitated a meeting between the delegation, Alberta government officials and representatives of the business community to discuss trade, investment and technology opportunities. The Alberta Research Council, the National Institute for Nanotechnology, and the Alberta Ingenuity Fund attended the meetings.

- The Alberta Germany Office provided business intelligence and support to a German business delegation's visit to Alberta in September. Participants included the German Ambassador to Canada, seven German companies, representatives from the organizing Chambers of Commerce and from the German Federal Ministry of Economics and Technology.

Location: Munich **Staff: 1 IIAR, 1 locally hired**

The Market:	
National Population	82.5 million (July '07 estimate)
Nominal GDP	$2.6 trillion US (2006 purchasing power parity)
GDP/per Capita	$31,900 US (2006 purchasing power parity)
Total Alberta Exports	$150 million Cdn (2006)
Manufactured Exports	$141 million Cdn (2006)



UNITED KINGDOM

"The Calgary Police Service is experiencing tremendous growth. Alberta's International Office in the United Kingdom (U.K.) provided convenient access to facilities and resources to help us efficiently attract experienced police officers. The office is a major contact point for interested candidates and is promoting our police service in the U.K."

- Cst. Ryan Miller, Calgary Police Service

Alberta United Kingdom Office

2006-07 Highlights

- The Alberta United Kingdom Office supported efforts to attract skilled workers to Alberta:
  - Participated in 11 emigration promotion and recruitment events in the United Kingdom (U.K.) to raise the profile of Alberta to U.K. citizens considering immigration to Canada. The office promoted specific sectors and regions in critical need of skilled workers. Priority occupations include doctors, nurses, building trades, police and engineers. The United Kingdom is the largest single source of nominees to Alberta's Provincial Nominee Program.
  - Assisted with successful U.K. recruitment missions by the Calgary Police Service (attracting 150 applicants) and the Consulting Engineers of Alberta (hiring 45 engineers).

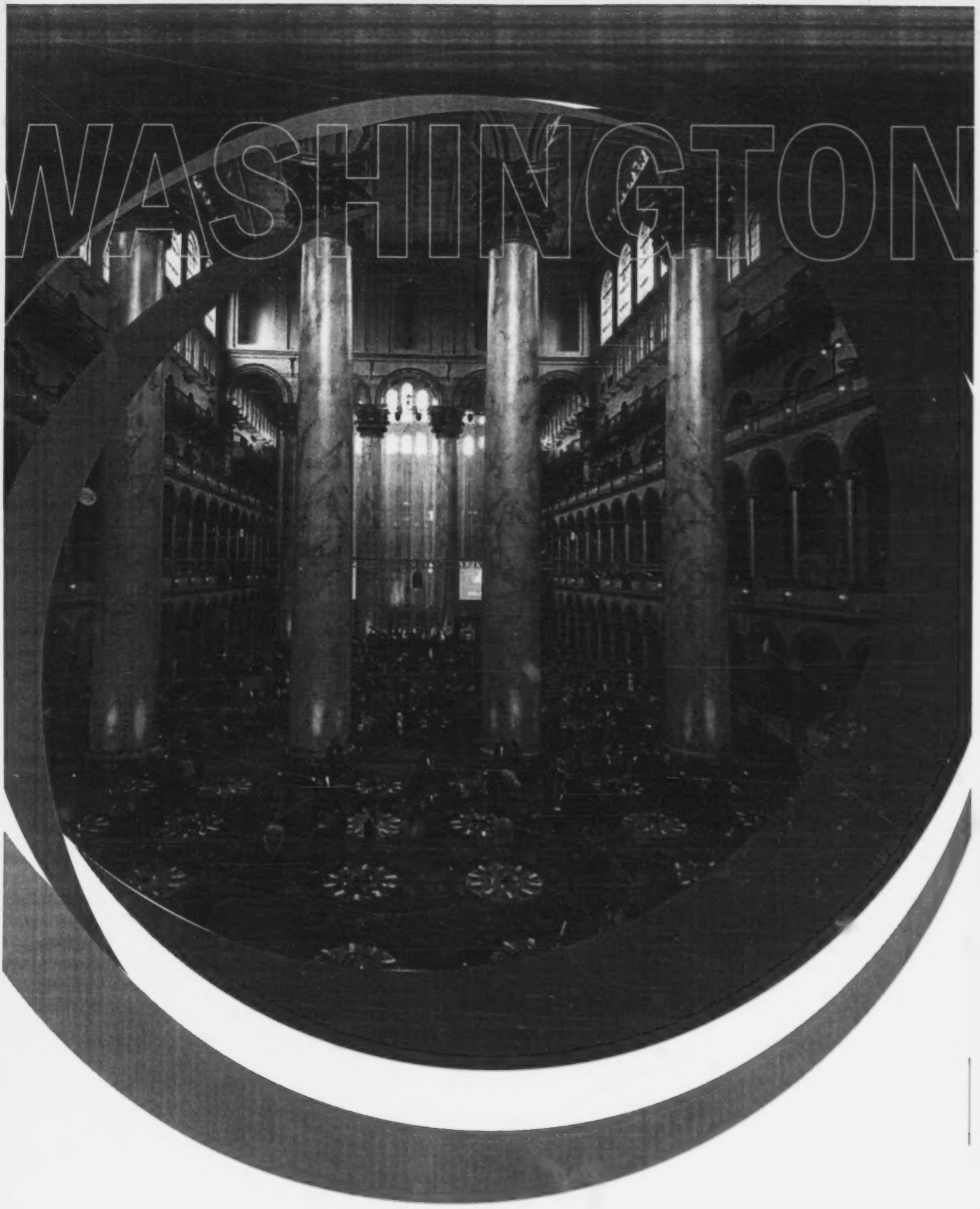
- Supported Alberta's agri-food industry by participating in the International Food Exhibition promoting the re-introduction of Alberta beef into the UK market. The office also assisted with an inbound delegation of Alberta ranchers in July.

- The office organized and/or participated in six investment seminars in Scotland, England and the Netherlands directed at small and medium sized enterprises interested in Alberta's Oil Sands. Seminars included keynote speakers, such as Clive Mather, CEO of Shell U.K., and attracted over 700 attendees.

- The Office assisted with incoming missions from Alberta:
  - The office assisted with a June visit by former Premier Ralph Klein. The Premier met with various Canadian High Commission in the U.K. officials at the Alberta office.
  - Other incoming missions included Edmonton Mayor Stephen Mandel, Calgary Mayor Dave Bronconnier, Edmonton and Calgary Economic Development Authorities, Jasper/Marmot Basin and Banff Tourism/Economic Development Authorities.

Location: London **Staff: 1 IIAR, 2 locally hired**

The Market:	
National Population	60.8 million (July '07 estimate)
Nominal GDP	$1.9 trillion US (2006 purchasing power parity)
GDP/per Capita	$31,800 US (2006 purchasing power parity)
Total Alberta Exports	$237 million Cdn (2006)
Manufactured Exports	$187 million Cdn (2006)


WASHINGTON

Alberta Washington, D.C. Office

29

2006-07 Highlights

- Alberta was invited to be the first Canadian province featured at the prestigious 40 year old Smithsonian Folklife Festival in Washington, D.C. To maximize the impact of this opportunity, the Alberta Government and its partners developed 'Alberta Week in Washington.' The Alberta Washington Office played a key role in securing, planning and successfully executing Alberta's programme during the 2006 Smithsonian Folklife Festival. 'Alberta at the Smithsonian/Alberta Week in Washington' activities included several focused business, policy and networking events:
  - Missions to Washington by the Premier, 10 Cabinet Ministers and two Members of Legislative Assembly, including a meeting with United States (U.S.) Vice President Dick Cheney.
  - A series of three economic forums highlighting Alberta's energy, agriculture and high-technology sectors.
  - A networking reception on Capitol Hill that attracted over 20 members of the United States Congress.

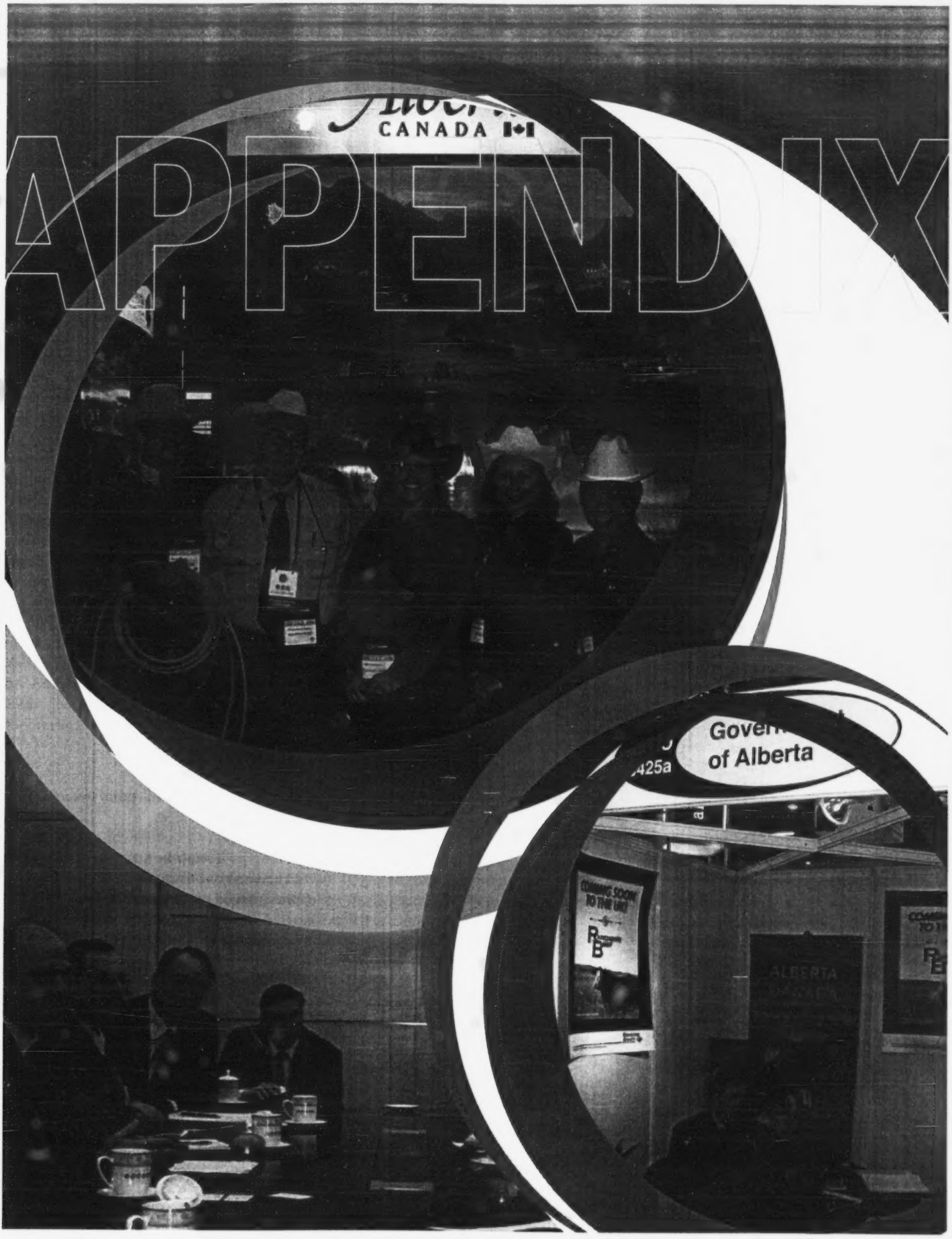
- Secured and assisted in the planning and delivery of the first-ever visit to Alberta by a U.S. Secretary of Energy, demonstrating Alberta's ascending importance to the U.S.

- Partnered with the Canadian American Business Council to plan, organize and implement a meeting between the Premier and Senator Pete Domenici, Chairman of the Senate Committee on Energy and Natural Resources.

Location: Washington D.C **Staff: 1 IIAR, 2 locally hired**

The Market:	
National Population	301.1 million (July '07 estimate)
Nominal GDP	$13.1 trillion US (2006 purchasing power parity)
GDP/per Capita	$44,000 US (2006 purchasing power parity)
Total Alberta Exports	$72.3 billion Cdn (2006)
Manufactured Exports	$14.2 billion Cdn (2006)

APPENDIX



Appendix: Budget Information

ALBERTA'S INTERNATIONAL OFFICES BUDGET VS. ACTUALS COMPARISON (in thousands of dollars)

April 1, 2006 - March 31, 2007

	Budget 2006-07	Actual Expenses 2006-07	Unexpended (Over Expended)	Variance by %
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
[redacted]				
Total All Offices	**7,096**	**6,524**	**572**	**8.1%**

1 Variance is due to less travel for board members, and fewer training expenses due to last minute cancellation by the Chinese executives.
2 Variance is due to Locally Engaged Staff starting at a lower salary at the beginning of the year, and cost-sharing of marketing and promotional events with organizing partners.
3 Variance is due to lower program costs.
4 Variance is due to cost-sharing of marketing and promotional events with organizing partners.
5 Variance is due to higher than expected private sector sponsorship for promotional events preceding the Smithsonian event.

* Exchange rate fluctations is also a factor that contributes to the variance in expenditure.

BEIJING
Alberta China Office
Canadian Embassy
19 Dongzhimenwai Dajie
Chaoyang District, Beijing 100600
People's Republic of China
Tel: 011.86.10.6532-3536
Fax: 011.86.10.6532-1304
Email: albertabeijing@international.gc.ca
Website: www.albertachina.com

CNPC - ALBERTA PETROLEUM CENTRE
2nd Floor Science & Technology Building
#20 Xue Yuan Road, HaiDian District
Beijing 100083
People's Republic of China
Tel: 011.86.10.6209-8522
Fax: 011.86.10.6209-8529
Email: capc@gov.ab.ca
Website: www.albertachina.com

SEOUL
Alberta Korea Office
Canadian Embassy
16-1, Jeong-dong, Jung-gu,
Seoul 100-120, Republic of Korea
Tel: 011.82.2.3455-6000
Fax: 011.82.2.773-8966
Email: albertakoreaoffice@gov.ab.ca
Website: www.albertakorea.com

TAIPEI
Alberta Taiwan Office
Canadian Trade Office
13th Floor, 365 Fu Hsing North Road
Taipei, 105, Taiwan
Tel: 011.886.2.2715-3637
Fax: 011.886.2.2715-1717
Email: albertataiwanoffice@gov.ab.ca
Website: www.alberta-canada.com/taiwan

Alberta has 10 international offices that are key to entering international markets and acquiring contacts.

HONG KONG
Alberta Hong Kong Office
Room 1004 Admiralty Centre
Tower Two, 18 Harcourt Road
Central, Hong Kong SAR
Tel: 011.852.2528-4729
Fax: 011.852.2529-8115
Email: albertahongkongoffice@gov.ab.ca
Website: www.alberta.org.hk

MUNICH
Alberta Germany Office
Canadian Consulate
Tal 29, 80331 Munich, Germany
Tel: 011.49.89.2199-5740
Fax: 011.49.89.2199.5745
Email: albertagermanyoffice@gov.ab.ca
Website: www.alberta-canada.com/germany

MEXICO CITY
Alberta Mexico Office
Alberta Economic Development
Calle Schiller No. 529
Colonia Polanco
Del. Miguel Hidalgo
Mexico D. F., Mexico 11560
Tel: 011.52.555.387-9302
Fax: 011.52.555.724-7913
Email: albertamexicooffice@gov.ab.ca
Website: www.alberta-canada.com/mexico

TOKYO
Alberta Japan Office
Place Canada, 3rd Floor
3-37, Akasaka 7-chome
Minato-ku, Tokyo 107, Japan
Tel: 011.81.3.3475-1171
Fax: 011.81.3.3470-3939
Email: albertajapanoffice@gov.ab.ca
Website: www.altanet.or.jp

LONDON
Alberta U.K. Office
Canadian High Commission
Macdonald House
1 Grosvenor Square
London, England W1K 4AB
Tel: 011.44.20.7258-6473
Fax: 011.44.20.7258-6309
Email: albertaukoffice@gov.ab.ca
Website: www.alberta-canada.com/uk

WASHINGTON, D.C.
Alberta Office in Washington, D.C.
Canadian Embassy
501 PennsylVania Avenue N.W.
Washington, D.C. 20001
Tel: (202) 448-6475
Fax: (202) 448-6477
Email: albertainwashington@canadianembassy.org
Website: www.ilr.gov.ab.ca/international_relations/alberta_washington_office.asp

Print: ISSN 1911-2602
PDF: ISSN 1911-2610

September 2007

Alberta
Canada